

# Building Public Awareness of Wisconsin's Streams through Signage at Long-term Volunteer Stream Monitoring Sites

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This project increases Wisconsin citizens' environmental science awareness by providing a unique opportunity to learn about local stream monitoring efforts and how land use affects stream health. Signs at **20 long-term Water Action Volunteers (WAV) monitoring sites** will direct visitors to information demonstrating how volunteers monitor stream water quality and link to site-specific data results. Locations are grouped into self-guided tour routes and observers are encouraged to compare stream health between sites. Those visiting the sites will have the option to experience monitoring by borrowing equipment from local lending libraries and watching short training videos on the WAV website.

When visitors scan the QR code (easily read by smartphones and other mobile devices), they will be directed to a web site explaining what volunteers do to monitor a stream site. This “mobile” site will be created in a responsive format that adapts to fit mobile devices such as smartphones.

It will also link to a special section of the WAV website that provides information on monitoring parameters, how land use affects stream health, information on the WAV program, self-guided tour details and links to site-specific data.

Signs will:

- Identify stream name
- Define the term “watershed”
- Include information about the stream's watershed and how land use affects water quality
- Contain a QR code that will direct mobile device users to the WAV website

**Water Action Volunteers**

Water Action Volunteers is a statewide volunteer stream monitoring program established in 1996 and coordinated by the University of Wisconsin-Extension and the Wisconsin Department of Natural Resources. Volunteers monitored more than 565 unique sites in 2013. For more information visit:  
<http://watermonitoring.uwex.edu/wav>

## Assessment and evaluation of the project:

The signs and self-guided tours will be advertised through print and social media. Local school groups and families will be encouraged to “Take the Tour.” Website analytics and an online visitor survey will be used to evaluate the project's success.

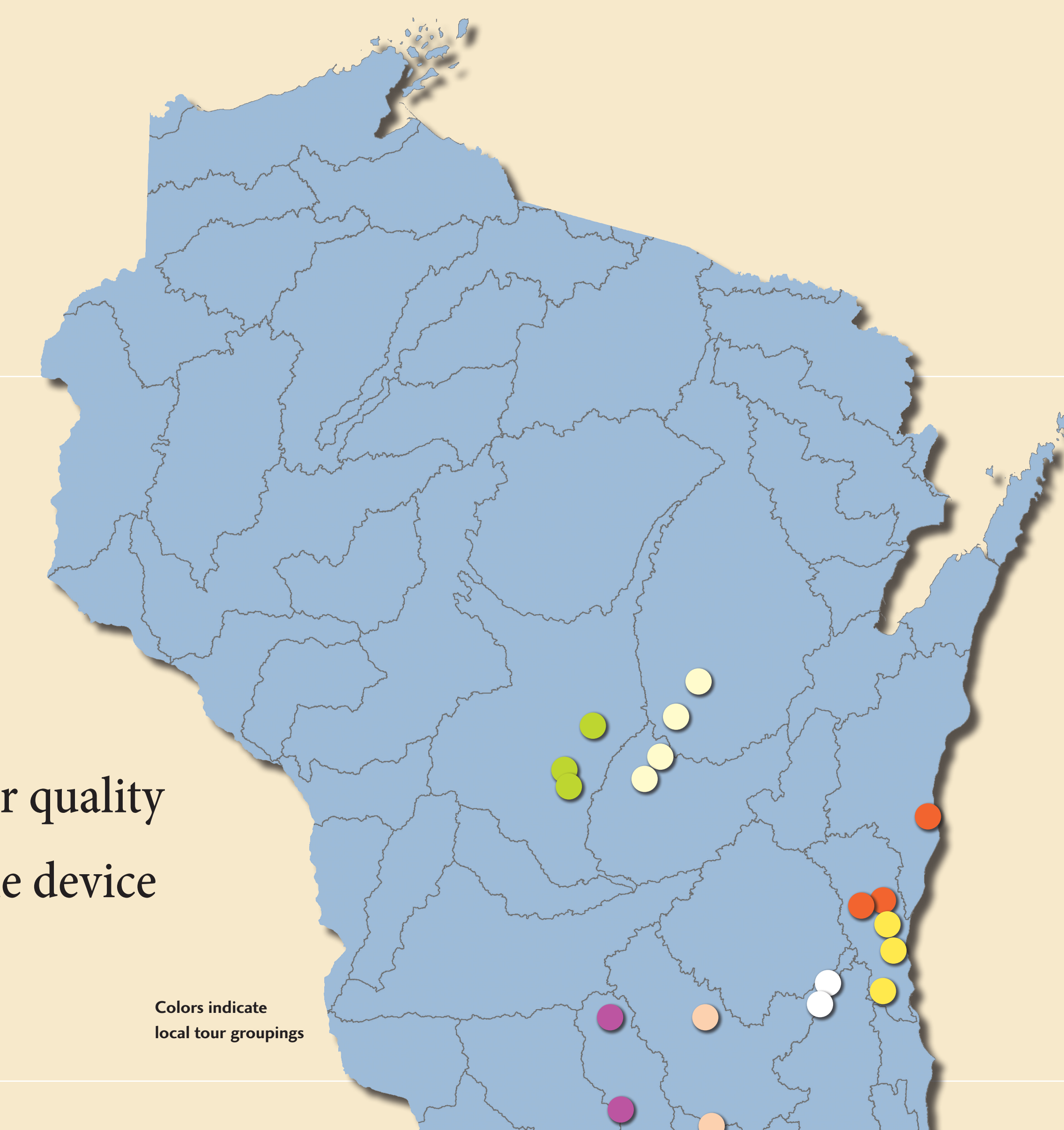
Increase community watershed awareness

Build awareness of volunteer monitoring efforts

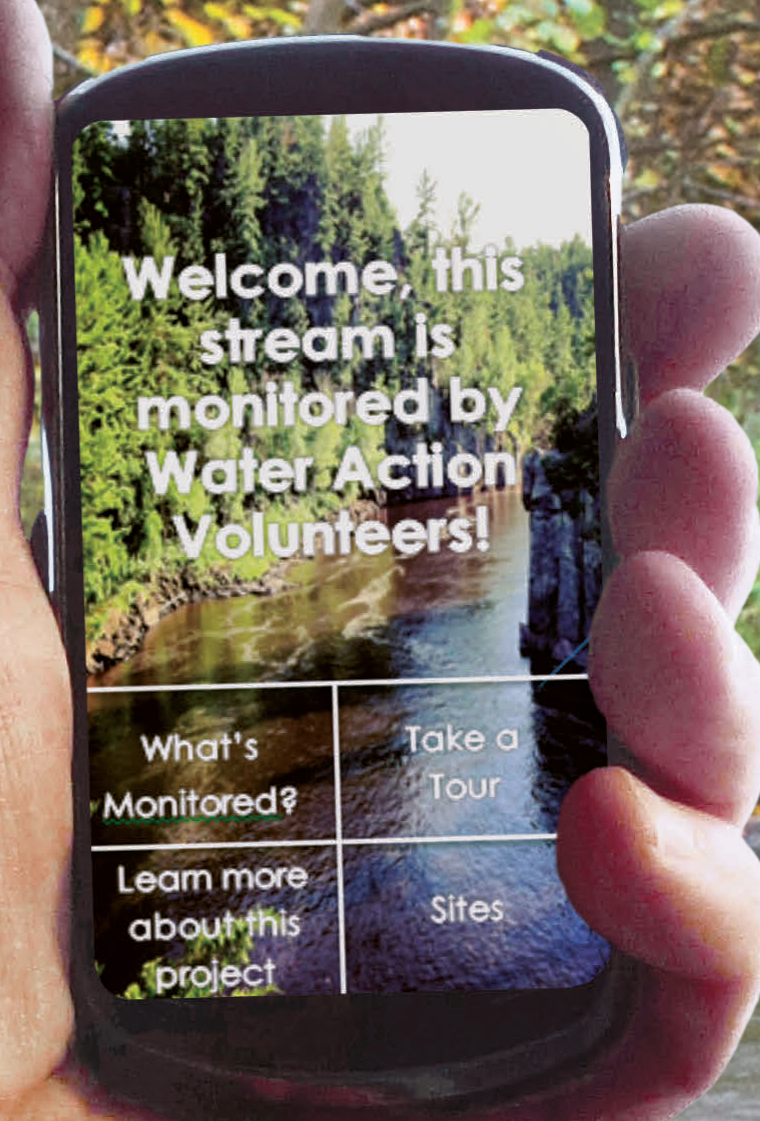
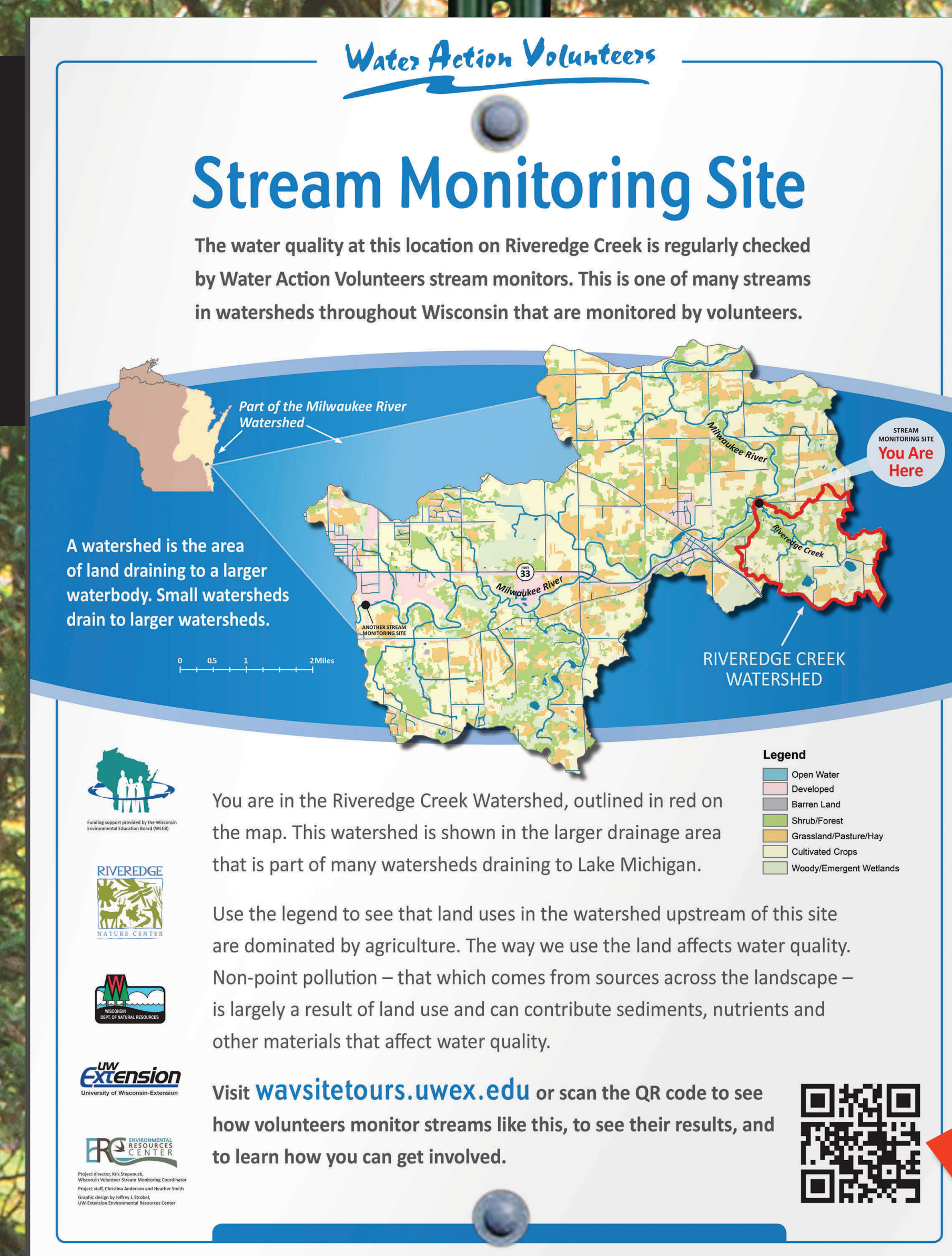
## PROJECT GOALS

Honor veteran Water Action Volunteers

Utilize new technologies to share water quality data



Locations of signs in Wisconsin



**UW Extension**  
University of Wisconsin-Extension

**ERC** ENVIRONMENTAL RESOURCES CENTER  
Graphic design by Jeffrey J. Strobel  
UW-Extension Environmental Resources Center

**WISCONSIN**  
DEPT. OF NATURAL RESOURCES



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